

WHAT IS CLAIMED IS:

1. A method for registering a domain name comprising:
 - receiving a registration payment from a customer;
 - investing at least a portion of the registration payment;
 - 5 registering a domain name specified by the customer with a domain name registry for a first registration period; and
 - registering the domain name with the domain name registry for at least a second registration period using at least a portion of a return on the investment of at least a portion of the registration payment funds as payment to the domain name
 - 10 registry.
2. The method as in Claim 1, wherein at least a portion of the registration payment is used as payment to the domain name registry for the first registration period.
- 15 3. The method as in Claim 1, wherein the first registration period and the second registration period each are not more than a maximum registration period allowed by the domain name registry, and wherein a sum of the first registration period and the second registration period is greater than the maximum registration period.
- 20 4. The method as in Claim 1, wherein at least a portion of the return on the investment is reinvested.
5. The method as in Claim 1, wherein at least a portion of the return on the investment is disbursed as profit.
- 25 6. The method as in Claim 1, further comprising advertising via a third party.
7. The method as in Claim 1, wherein at least a portion of the registration payment is invested in one of a group consisting of: a stock; a bond; a mutual fund; a certificate of deposit (CD);

an annuity; a perpetuity; a precious metal; a real estate holding; a real estate investment trust (REIT); and a venture capital investment.

8. The method as in Claim 1, wherein a value of the registration payment is based at least in part
5 on an equation:

$$Payment = R + \frac{R + P}{i} + C + A$$

where *Payment* represents the registration payment, *R* represents a cost for a renewal of
the domain name with the domain name registry, *P* represents a desired profit for the
first renewal period, *C* represents a cost of acquisition, *A* represents administrative
10 overhead expenses, and *i* represents an expected investment return.

9. A method for registering a domain name comprising:

receiving a registration payment from a customer;

investing at least a portion of the registration payment in at least one investment; and

15 registering a domain name specified by the customer with a domain name registry for a
continuous series of registration periods, wherein payment for registering the
domain name with the domain name registry is provided at least in part from an
investment return on the at least one investment.

- 20 10. The method as in Claim 9, further comprising disbursing at least a portion of the investment
return as profit.

11. The method as in Claim 9, wherein at least a portion of the registration payment is invested
in one of a group consisting of: a stock; a bond; a mutual fund; a certificates of deposit
25 (CD); an annuity; a perpetuity; a precious metal; a real estate holding; a real estate
investment trust (REIT); and a venture capital investment.

12. The method as in Claim 9, wherein the continuous series of registration periods is perpetual.

13. The method as in Claim 9, wherein a value of the registration payment is based at least in part on an equation:

$$Payment = R + \frac{R + P}{i} + C + A$$

where *Payment* represents the registration payment, *R* represents a cost for a renewal of the domain name with the domain name registry, *P* represents a desired profit for a first renewal period, *C* represents a cost of acquisition, *A* represents administrative overhead expenses, and *i* represents the investment return.